

While marketing and sales departments are typically privy to the development of new products, Head engineered its new MXG with a nearly exclusive emphasis on performance.

NEW RACQUETS

Now You See It!

Head's new MXG racquets feature something not seen in years—visible technology. But for these frames, there's more here than meets the eye.

BY BOB PATTERSON



It seems that for the past few years, technological innovations for racquets have centered on information-gathering—call them “smart racquets”—and we continue to see developments in that arena. However, it has been a long time since we have seen new racquets introduced to the market with what is often referred to as “visible” technology.

Think back to the introduction of metal frames from traditional wood racquets, and then the debut of graphite composites. There also were the developments of oversize heads and wide-body frames, and most recently, O-Port frames. These are all examples of visible technology, which often is critical when it comes to convincing consumers to buy something new.

While new frames are introduced every year, it's been more than 10 years since we've *seen* anything physically different in a frame. That changes this month, as Head is launching two new frames—the MXG 3 and MXG 5—both of which feature a new technology that is unquestionably visual.

According to some of the dealers I spoke with who participated in a recent playtest held in Miami, Head's newest technology goes well beyond the visual and enhances the performance of the racquet itself.

Investing in the Product

“It is nice to see something new in a racquet, and not just a new version of a current racquet,” says Ken Arnold, manager of Swetka's Tennis in Mountain View, Calif. “Head has promised ‘power under control,’ and I think these racquets deliver.”

In March, Arnold was among a group of some of the top dealers in the U.S. who were the first to see and hit with the MXG racquets.

“Not only is this an exciting product,” he adds, “but it is great to see Head stepping up and proving to dealers they